I claim as follows:

1.   A system for serving and playing back a spliced video stream comprised of disparate video segments, comprising:

a server system further comprising

    1.   means for combining a plurality of video segments into said spliced video stream;

    2.   means for streaming said spliced video stream to a client's system; and

the client's system further comprising

    3.   software means for playing back said spliced video stream regardless of the format each of said plurality of video segments was created in, said software means further comprising a plurality of playback formats, each of said playback formats being configured to enable said client's system to playback at least one of said plurality of video segments.

2.   A system according to Claim 1 wherein said video segments have different formats.

3.   A system according to Claim 1 further comprising means for compressing said video stream.

4.   A system according to Claim 1 wherein said playback format is Microsoft Windows Media format.

5.   A system according to Claim 1 wherein said playback format is Quicktime format.

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6. A system according to Claim 1 wherein said playback format is Real Networks format.

7. A method for serving and playing back a spliced video stream comprised of disparate video segments, comprising the steps of:

under control of a server system

   1. combining a plurality of video segments into said spliced video stream;

   2. streaming said spliced video stream to a client's system; and

under control of the client's system

   3. playing back said spliced video stream regardless of the format each of said plurality of video segments was created in, said playing back step further comprising using a plurality of playback formats, each of said playback formats enabling said client's system to playback at least one of said plurality of video segments.

8. A method according to Claim 7 wherein said video segments have different formats.

9. A method according to Claim 7 further comprising the step of compressing said video stream.